

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	:	
	:	
Jesse T. QUATSE, et al.	:	Confirmation No.: 9731
	:	
Serial No.: 10/616,486	:	Group Art Unit: 3688
	:	
Filed: July 8, 2003	:	Examiner: Daniel Lastra
Title: HIGH-PRECISION CUSTOMER-BASED TARGETING BY INDIVIDUAL USAGE STATISTICS		

**AMENDMENT AND RESPONSE TO OFFICE ACTION UNDER 37 C.F.R. §1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 23313-1450

Sir:

This Amendment and Response constitutes a complete and timely reply to the Office Action mailed April 20, 2009 in the above-identified application. The following remarks are respectfully submitted.

**Amendments to the Claims** begin on page 2.

**Remarks** begin on page 10.